

ENTREPRENEURIAL PLAN



October, 2009 to January, 2010

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CONFIDENTIALITY STATEMENT

The information, data and drawings embodied in this entrepreneurial plan are strictly confidential and are supplied on the understanding they will be held confidentially and not disclosed to third parties without the prior written consent of .



EXECUTIVE SUMMARY

TWO Delicious is a Junior Achievement company made up of students from Albert E. Peacock Collegiate's Entrepreneurship 30 class. Our company is in retail, and began selling themed gifts for couples, or "twos". Our items included: 'Movie Night Munchies', which is a collection of treats in a themed package for a movie night for two, as well as a set of two gift mugs with drink mixes and gourmet chocolates. However, we realized that there would be a large market for customers who only want to purchase a single mug. Therefore, we incorporated a third product (a single mug) to include this market. Keeping with our company name, our single mug contains two drink mixes. Our target market will be local Moose Jaw businesses and the general public. Our company has the advantage of being young entrepreneurs, as well as supporting Free the Children; people will relate to us and want to help us succeed in our venture.

Our product will be differentiated from competitors by being wrapped and presented professionally and in an appealing manner. All of our products are labeled with a business card. Being that there are three different products, with a variety of drink mixes and the option to choose between mugs or our Movie Night Munchies, it appeals to a wider market.

Our market research thus far has told us that our business will have large appeal throughout the months, especially during the Christmas season, which coincides with our semester ending in January. The responses we have received from potential customers such as teachers, parents, students, The Moose Jaw and District Chamber of Commerce, small businesses in and around Moose Jaw and the School Community Council have been overwhelmingly positive and supportive.

Our management team and all other members have proven that they can work very well together as a team and experience success. The management team members have strong leadership abilities and are always willing to help when needed, especially outside of school hours. All of our team members possess ideal qualities, as well as skills to benefit them in their respective fields. We all want to learn, as well as advance and top the success of the past two Peacock Collegiate Junior Achievement companies.

In order for our business to get off the ground we secured a \$329.25 loan from Mrs. McKinnon, our teacher advisor, Alysha Gaudreau and Leah Houseman. We have already paid them back with the funds raised by the sale of shares and initial product sales.



To date, the 15 members of the team and Mrs. McKinnon have equally divided the shares among themselves. Each member has invested \$20 in order to purchase one share each for a total of \$320.



MISSION STATEMENT/GOALS

The name of the Albert E. Peacock Collegiate Junior Achievement Company is



and its slogan is “...CAUTION: You Will Want More”.

Our objective is to provide gifts and snacks for couples, (with the exception of the single mug) hence the name “Two” Delicious. Our company offers a variety of beautiful gift mugs (individually or in a set of two) containing two beverage mixes (hot chocolate, café Vienna, cappuccino, or spiced tea) and an assortment of chocolates and chocolate fudge; as well as ‘Movie Night Munchies’ which is a collection of treats, two hot chocolate mixes and other munchies in a themed package. Our target customers are local businesses who are interested in purchasing gifts for their employees or clients, parents looking to buy Christmas gifts, and people of the community interested in buying small gifts for a friend or for themselves.

Our company has a great chance of success in the community because we are part of a Junior Achievement program and we are young entrepreneurs trying to learn something about the business world. Hopefully successful businesses will relate to us and support us in our journey.

When it comes time to liquidate our company we will have learned a lot about the business world and ourselves, made a profit and had fun along the way. In order to produce the results hoped for we will always work as a team and make as many business pitches as possible. This will hopefully spark some interest in the community and spread the word of our business, attracting many potential customers.

Our specific goals are as follows:

Goal	Measure
We will ensure that all members are appreciated, enjoy their experience, learn something, and have fun.	= 100% of members will agree that they enjoyed their time with Two Delicious
We will adopt environmentally friendly goals regarding our advertisements.	= we are asking customers to recycle flyers and order forms once used
We will sell 1,500 units in total before the end of the venture.	+/- 10% of forecasted units
Our marketing strategies will be so effective, customers will buy multiple products.	= customers will take advantage of our ‘3 for 25’ deal and more product will be sold
We will donate at least \$500 dollars to support the charity ‘Free the Children’.	=10% of our final profits will be donated to the charity



THE MANAGEMENT TEAM

The management team of our Junior Achievement company consists of the President and five Vice-Presidents. The President is in charge of over-seeing all departments of the operation while each Vice-President is in charge of his/her particular area (for organizational chart see Appendix A). These individuals include:

- **President: Peter McIntosh** – This individual has shown impressive leadership qualities. He is organized and shows great communication skills. He is able to give clear direction and assistance where needed.
- **V.P. Human Resources: Leah Houseman** – Leah has great organizational skills as well as a great business mentality. She always works to the best of her abilities and never stops contributing to the overall success of the company. She has a positive attitude that keeps the whole team motivated.
- **V.P. Finance: Dylan Zwozdesky** – Dylan has shown his expertise in the area of finance by applying the skills he has learned in his Information Processing class as well as Youth Business Institute and Skills Canada (IT/Office Applications). He is very organized and an unselfish individual which makes him a perfect candidate to control monetary flow.
- **V.P. Information Technology Services: Cody Karmin** – Cody has a great intelligence in the computer field which he displays in his many computer based classes in the school. He also has a deeper knowledge in various technology areas (including designing our flyers and advertisements), and is a very committed member.
- **V.P. Marketing and Sales: Thomas VandenBosch** – Tom has experience in a marketing/sales career and enjoys effective speaking and talking to customers which makes him a perfect candidate for this position. He is an enthusiastic business member who puts all his efforts into the success of our business. He is devoted and never misses an opportunity to help.
- **V.P. Production/Operations: Danita Mallory** – Danita is a very hands-on business member and a great leader in the business setting. She is well adept at giving direction and makes sure our product is perfect before sales.

With this management team and the help of: Nick Baciú (Marketing and Sales), Erik Bell (IT), Jordon Brown (IT), Alysha Gaudreau (Marketing and Sales), Kate-lyn Gray (Human Resources), Brittany Hiscock (Production), Michael Ryall (Marketing and Sales), Andrew Sagal (Production) and Caitlin Taylor (Production) we are guaranteed to be successful in our upcoming journey. We are all reliable people and work well as a



team. We are the best team that can be assembled for this venture because of our motivation and understanding towards a successful business through teamwork.



THE PRODUCT

Our company wishes to make and sell gift mugs containing an assortment of goodies and beverages, as well as themed popcorn packages filled with more goodies, beverages and snacks; both products are designed for couples or 'twos' (with the exception of the single mug, which was introduced to appeal to an audience that would only be interested in the one product). We feel we have a prime opportunity because of the Christmas season as well as small business meetings and opportunities around the city of Moose Jaw; our products make great gifts. Even though we have competition this year in the form of another 'mug-oriented' product, we feel ours will stand out because of the presentation and overall appeal of the product. The mugs are competitively priced at: Single Mugs and Movie Night Munchies at \$10 each or 3 for \$25, and a set of double mugs for \$15. Our products are quality and are presented attractively. The unique Movie Night Munchies and the attractiveness/quality of the mugs are main selling points which we think will help win over potential customers.



Mugs, contents of mugs and contents of popcorn bag may vary

The benefits of buying our product include:

- An opportunity to support young entrepreneurs
- A quick, simple, quality gift that is already wrapped
- Great ideas for the Christmas season
- A way to support a worthy cause, Free the Children, as 10% of profits will be donated, and
- A great gift for businesses to purchase for employees.



Our business will purchase the mugs, popcorn bags, contents and packaging materials from retailers and wholesalers at the lowest possible prices and assemble the product ourselves. We will do this in the classroom whenever we need to fill an order.



MARKETING AND SALES

This particular product appeals to a plethora of age groups--from children all the way to seniors. Our products are very appealing to the eye. This means we will attract more customers than the average competition, through display alone.

Our consumers are mostly located in Moose Jaw and surrounding areas. Some reasons we believe people will be drawn towards our product are: the appeal for a hot beverage when they are well presented and easy to make, as well as, people would want to buy our product in multiple instances because of its high quality and taste. Our target group is people in a position to buy gifts for the Christmas season or other occasions; this includes people who do not have an opportunity to get out and purchase items. Our products make great gifts for any occasion. Holiday shopping is a key factor which plays into our marketing scheme. We hope to hit target groups of older individuals (who are in charge of the decision to buy) who are the parents for our younger consumers. We are encouraging people to take advantage of our value deal by ordering in multiples, hopefully convincing them to buy more products in the future. Consumers will buy directly from our company. They usually buy based on our set prices and most of the sales will take advantage of our multiples deal. To date, most of our sales have been generated from personal sales.

We have many different methods of attracting customers which include: TV, radio, the newspaper, visiting small businesses around Moose Jaw to promote our product and flyers placed around Moose Jaw with contact information. We have placed flyers in staff rooms of the following businesses in Moose Jaw: McDonalds, Canadian Tire, Zellers, and Labels. The Moose Jaw and District Chamber of Commerce office has emailed our flyer and order form to over 480 different businesses. Flyers are posted in the coffee room at the Union Hospital, which we hope will attract many residents. Finally, we have made a Facebook group, which currently has over 200 members. The Facebook group allows us to take advantage of the internet and the huge market of teenagers and adults alike in one area. This is huge market with free advertising. The VP of Marketing and Sales recently appeared on the local television channel (Shaw Direct) and promoted the product and the class itself. This was such a big break because many people watch that program and for us to be on it was a huge honor. We also placed free ads on Discovermoosejaw.com. This is another big market in Moose Jaw because so many people visit that site for many reasons such as local events and news. Members purchased team shirts, and we proudly wear them to promote the products we strongly believe in!



The competition for our business includes: two other Junior Achievement companies which are made up of students from Vanier Collegiate Institute ('Das Mug' and 'Just Moose Cards'), Starbucks, Tim Hortons, Rogers Video, Blockbuster Video and Galaxy Cinemas. Vanier's businesses are also a part of the Junior Achievement program. One of our products—like one of theirs—includes a mug. Our second product (Movie Night Munchies) contains popcorn and other snacks for a movie night, both of which can be purchased at the listed retail locations. We are aware that Vanier's company, Das Mug, sells their mugs for \$8.00 each or 2 for \$15. The mug contains coffee beans and a candle presented in an appealing fashion, and as it burns, the candle emits a scented aroma. We believe they will be a strong competition for us and look forward to the competition of another Junior Achievement Company within Moose Jaw. It will be a challenge for both companies to sell their products within Moose Jaw and, therefore, marketing will make a big difference in the long run. We also have to remember Just Moose Cards, because they will have a big audience during the Christmas season selling their themed Christmas cards. We plan to counteract this by effective marketing and offering the multiple deals which will win customers over by reasonable price points. Currently our marketing has been very successful and therefore yielded us many sales. Even though our competition may be cheaper, the product appearance has won over many potential customers.

Our plans to motivate our staff include a 10% commission to each business member based on personal/direct sales and a 20% commission for the business member who has sold the most products (\$ amount) over the same period of time. Also, the rivalry between our company and Vanier's Junior Achievement companies is a big motivator. However, we still train our staff on how to be kind and courteous, how to issue receipts correctly, and use organization and time management to improve our business. We truly believe our company will do tremendously well over all competition, as long as we follow our business plan.



PRODUCTION

Our product will be assembled by the 15 students in the Entrepreneurship 30 class. Danita and/or Leah will create and organize the assembly line before class begins on a production day. Each person will have a job to do on a production day and they will ensure that this is done correctly. We will ensure all of our products are assembled correctly, as each person will have an assigned job. Once each product is assembled, certain members will be responsible to finish off the product by placing the product in the cellophane bag and attaching our business/product card with colorful, curly ribbon.

The equipment that is needed to produce our product/business cards and print materials are computers, along with a color printer which are located right in our classroom. We also have access to our home economics lab to produce our chocolate spoons and our café Vienna beverage mix. Getting access to this lab has proven to be stressful because there are classes going on in the lab during the day so the only time we have access to it is out of class times. Other items found right in the classroom/school include:

- Tables
- Scissors
- Hole Punch
- Gloves and Hair Nets
- Measuring Cups/Spoons
- Storage Cabinets
- Refrigerator
- Microwave
- Cookie Sheets/trays

We will buy all the materials and food ingredients needed to create our products since we cannot make them.

We will make our product using an assembly line. Each person will be assigned to the spot we believe they are best suited for. We will organize manpower as needed to compensate for creating product in the different areas as needed.

Our Mug sets and our Movie Night Munchies for Two are packaged differently. Our Single Mugs and Double Mugs are placed on a cardboard base attractively wrapped. Each unit is then placed in a clear, cellophane bag and finished off with two long pieces of curly ribbon and our business card. Our Movie Night Munchies for Two is placed in a



clear, cellophane bag and finished off with three pieces of color-coordinated curly ribbon. Each beverage mix cone will be labeled with a list of ingredients to inform the customer of what is in the product.

For quality control, we have published a list of standard ingredients for all of our products. This is posted in our production room for all members to access. Also, in our assembly line, the person who is responsible for wrapping and tying the product will also be responsible to check to make sure each unit has the exact amount of product. Because our company is dealing with food, we will be sure to follow health and safety standards at all times. We will wash our hands with soap and hot water prior to handling food product in the assembly line. We will make sure the tables are sanitized before production. We will also wear gloves and hair nets at all times when handling the food ingredients. We will make sure our bare hands never come in contact with the food. Every member will be responsible to ensure that they are following proper health and safety standards.

Once we start putting out our order forms and start advertising more, we may receive an extreme number of orders. This could pose a problem but, we as a team will do whatever it takes to ensure all orders are filled properly and within an adequate time frame. We will accomplish this by working hard not only during school hours but out of school as well. Many members have already shown their outstanding dedication by putting in many out-of-school hours. Another big problem we may face in the future is not being able to find more of our popcorn bags, mugs, cones, and cellophane bags. We get these supplies from Gale's warehouse but we have been informed that certain products may not be available to us in the future. We will overcome this by effective time management when ordering supplies and successful problem solving when looking for an alternate supplier should this become necessary.

Supplies and ingredients will be purchased from a variety of sources including but not limited to: Superstore, Gale's Warehouse, Costco, and Liquidation World. If one of our suppliers were to run out of one of our materials, we would then go to another store for we know many other stores carry most of the supplies we need. If supplies go unused, we can return most of them to the store. Dry ingredients, opened product, the popcorn bags, and some mugs cannot be returned. Otherwise, the rest of our product can be returned within 30 days.



Production costs for each of our products are detailed below:

Item	<i>TWO Mug Gift Set</i>			<i>Single Mug</i>		
	Unit Price	Quantity	Total	Unit Price	Quantity	Total
Mugs	2.50	2	5.00	2.50	1	2.50
*Hot Chocolate Cones	0.54	2	1.08	0.54	1	0.54
Spiced Tea Cones	0.51	2	1.02	0.51	1	0.51
Chocolate Spoons	0.10	2	0.20	0.10	1	0.10
Fudge Chunks	0.22	2	0.45	0.22	1	0.22
Swiss Chocolates	0.05	4	0.20	0.05	2	0.10
Wrap	0.20	1	0.20	0.20	1	0.20
Ribbon	0.01	1	0.01	0.01	1	0.01
Business Card	0.02	1	0.02	0.02	1	0.02
Wrapping Paper	0.05	1	0.05	0.05	1	0.05
Total			\$8.23			\$4.21
*Variations:						
Café Vienna	0.44		\$8.03			\$4.11
French Vanilla Cappuccino	0.45		\$8.05			\$4.12

<i>Movie Night Munchies for TWO</i>			
Item	Unit Price	Quantity	Total
Popcorn Bag	0.56	1	0.56
Mike and Ike	0.92	1	0.92
Popcorn	0.40	1	0.40
Twizzlers	0.83	1	0.83
Swiss Chocolates	0.05	8	0.40
Hot Chocolate Cones	0.54	2	1.08
Chocolate Spoons	0.10	2	0.20
Wrap	0.20	1	0.20
Ribbon	0.01	1	0.01
Business Card	0.02	1	0.02
Total			\$4.62

For extended price points, please refer to Appendix I.



We have already produced approximately 525 units. It does not take long to assemble our product when we have all the supplies needed ready. Producing the chocolate-covered spoons and the drink mix cones has proven to be the most time-consuming. This is why we constantly have team members working on producing them so we always have an adequate supply.

When demand for our product fluctuates, we then spend more time outside of class on production. We also buy most of our supplies on an as-needed basis so running out of supplies will not be an issue.

Our inventory is computerized. It is kept in a spreadsheet in Microsoft Excel which is accessible by the management team. It is the responsibility of the VP of Production and Operations to make sure this is kept up to date.

Before we get ready to produce more of our product, it is the responsibility of the VP along with the department of Production and Operations to ensure we have enough ingredients and supplies. By doing some calculations, we can determine how much product we have on hand and how much we need to buy. We purchase our popcorn bags, cones, and cellophane bags in bulk and we purchase our mugs and dry ingredients on an as needed basis. By doing this we ensure that materials on hand match, but do not exceed, demand.



HUMAN RESOURCES AND THE COMPENSATION PLAN

Even though we are a small class of fifteen people (with sixteen shareholders), we have the ability to amount to great success. We are currently proving our great abilities with our teacher advisor, Mrs. McKinnon along with the help of Mrs. Katherine Gagne of Junior Achievement. The Vice-Presidents oversee their respective departments while the President oversees all of us. However, all members will contribute when needed, especially in the areas of Production and Marketing and Sales.

We, as a company, have decided to pay a sales commission of 10% and a 20% sales commission to the top salesperson. We have decided not to pay a wage for out of school work because we felt that it wasn't necessary. The rest of the profits will be shared equally among shareholders. We feel that the 10% commission and the 20% commission for the top salesperson will encourage and motivate people to sell product.

Our team doesn't necessarily need to be creative, but they do need to be active members in our company. They need to be 100% dedicated to the work we are doing. If members are not committed, the company will suffer. Members need to have a positive attitude and full respect for each other. Each person will have to sell product on their own time which is where the commission will come in. We will all have to put in effort inside and outside of class.

Formal training of members is not necessary because we have all been involved every step of the way. We will not be hiring employees as we can sustain the company with the people we have in our class. To complete tasks efficiently and effectively, we rely on the direction of the President and the Vice-Presidents. The Vice-Presidents will be responsible to train the members in their respective departments.

Our business policy is to follow and enforce the Norms we have established as a company (See Appendix E). Members are encouraged to follow the Norms regardless of the situation. Without a solid set of ideals and rules, our company would not be successful. Copies of the Norms have been provided for each team member and are posted in the assembly area.



INFORMATION TECHNOLOGY

The members of our company all have access to a school-based email account and we can contact each other through e-mail. All members of our company have access to computers and personal e-mails through the school, but all of them don't have personal computers at home. Communication hasn't been just through e-mail. We have exchanged our personal cell phone number and they are great for communication for outside of school. A lot of communication has been done in class and has worked well thus far.

A business e-mail has been set up, and we have had great success using it. We have included our e-mail address on both our flyers and business cards. The company e-mail is primarily used for orders and customer purposes; only the President, VP of Information Technology and the VP of Marketing and Sales have access to the email. It makes it easier to communicate with companies and customers.

Record keeping has been kept up to date well. Marketing/Sales representatives use Microsoft Excel to keep track of the sales and inventory. The Finance department has found Microsoft Excel to be a helpful tool for keeping track of the company's finances. Individual team members have been reflecting on the business experience on a wikispace at <http://twodelicious.wikispaces.com>.

Our Marketing and Sales department has used the internet to research ideas and customer preferences in our products. The Marketing and Sales division has also looked at different sales opportunities through the internet. Our business has made a Facebook group. Facebook is a worldwide social networking service which allows us to take advantage of marketing schemes. We easily communicate event and product information to our group members. Group members have also left valuable feedback.

The software that is available to us is tremendous, because we are in the Prairiesouth School Division; we have access to many valuable tools and programs. The school computers are always available. Microsoft Excel is used in the financial area, for organizing the finances with spreadsheets. Photoshop, Microsoft Publisher and Microsoft Word are used to develop posters and visual aids which help advertising. At the school we also have access to a color laser printer for a better effect; this allows us to create professional-looking documents like business cards and product labels.



FINANCE AND BUDGET FORECAST

Our company at the moment has \$1,835.24 raised from shares and the initial profits from selling our products. The shares have been purchased by 16 members (including our teacher, Mrs. McKinnon) for \$20 per share. Everyone has purchased one equal share and the share capital raised totals \$320.

To start up our business, we needed \$329.25 to purchase mugs, popcorn boxes, cellophane wrap/cones, food products/ingredients, wrapping paper and ribbon. We quickly repaid our debt to Mrs. McKinnon, Alysha Gaudreau and Leah Houseman from share capital and from initial sales.

We will need approximately \$8,750 for supplies to stay in business and to produce our goal of 730 movie night munchies, 220 single mugs and 550 double mugs (1,500 products total). We will continue using the sales revenue to purchase materials for production.

We will use an electronic spreadsheet (Microsoft Excel) to keep track of our cash flow (revenue, expenses and commission). We have also set up a chequing account at Conexus Credit Union.

Our projected sales are huge, (\$16,500) but we believe we can achieve them. If we reach this goal, we will have a projected profit of \$5,625 once commission (\$1,500) and a charitable donation (\$625) have been made.

The company has decided to donate 10% of our profits to a worthy cause, Free the Children. We chose to donate to this charity because Miss Teen Canada, Sierra Bearchell supports this charity. She is an A.E. Peacock student and we are proud to support her. Supporting a worthy cause should encourage sales. It also demonstrates that we are good corporate citizens.

The company's financial statements are presented in Appendices G and H.

For more information on Free the Children see Appendix J.



RISKS AND CONCLUSIONS

Our company is operating in the prime gift-giving season, but as Christmas gets closer we face the possibility of a very large increase in demand for gift mugs and Movie Night Munchies as people finish their Christmas shopping. On top of the risk, with Christmas just around the corner, there is a large possibility that the number of competitors will greatly increase. We already have competition throughout the semester with two other Junior Achievement companies within Moose Jaw. If these things were to happen, we would be more persistent with our potential customers and look into different aspects of marketing that set us apart from the competition.

In production, we face the possible risk of broken mugs, lack of available supplies, items being discontinued, as well as spoiled goods. The plan to overcome these obstacles is to buy more product or supplies as soon as they become available, in large quantities. However, with this risk we also have the possibility of too much left over goods. We are confident we can make sales to compensate for the large amounts of products. The contents of the mugs/bags are easy to come by and therefore should not become a problem.

Some risks we may face with the marketing plan we have outlined is the possibility that the businesses and individuals we approach are not interested or have already arranged gifts for their employees. Also, every company faces the possible risk of customers thinking that prices are too high. We have tried to avoid this by introducing our 3 for \$25 deal which will assure customers they are benefiting from a deal.

The major ad campaigns for our company include: flyers to local businesses, individuals and the Chamber of Commerce; emails to potential customers; Facebook and ads on Discover Moose Jaw. If interest declines, there is always the option of persistent community phone calls and other advertising opportunities.

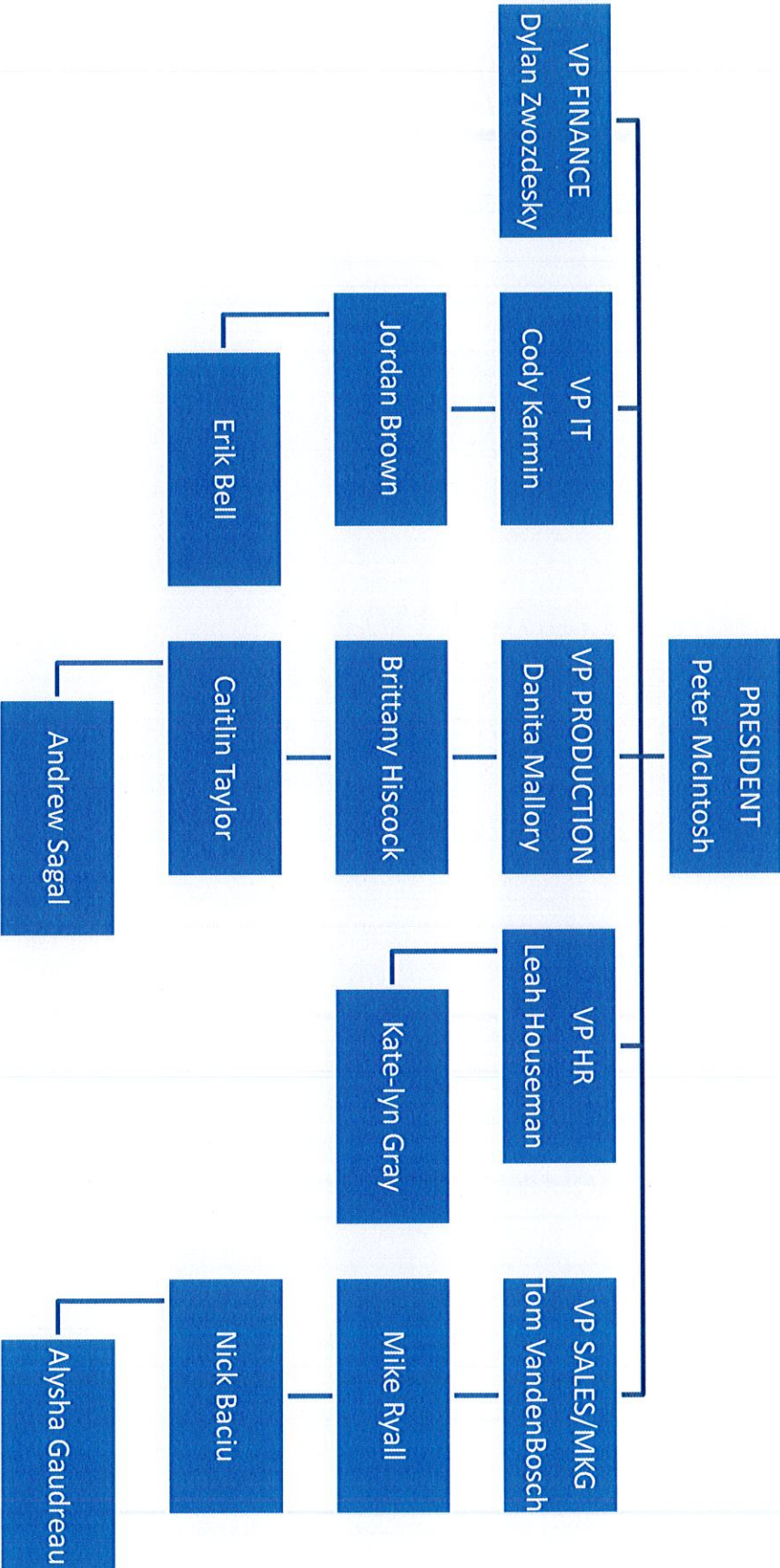
Our human resources risks are minimal. We have a very committed Vice-President; however we do face the apparent risk of team members being away. We have confidence that the assistants in each department will be able to keep things running smoothly until that person returns. It is very unlikely that an employee will quit, because of the love for this class and the reputation of Entrepreneurship 30.

If our company runs out of money we will turn to our advisor, Mrs. McKinnon, for financial help. However, sales to date have been outstanding and we have generated a



cash flow that is keeping up with the purchase of product generated by continued sales. There is a very slim risk of running out of supplies. Our plan would be to switch our major suppliers to compensate for a period of time. This would result in slightly increased cost and, therefore, decreased profits.

Appendix A



TWO Delicious

"...CAUTION: You WILL want more!"

at Peacock Collegiate

Phone: 1-306-693-4626

Email: TwoDelicious@live.com



***Contents/Mugs May Vary**

-Single Mug - \$10 Each or 3 for \$25

- Movie Night Munchies \$10 Each or 3 for \$25

- 2x Mug for \$15

- Mugs filled with gourmet treats

- Ready For Christmas

- Limited Quantities

- Get Yours While They Last



**10% of all profits will
be donated to
Free The Children**

TWO Delicious TWO Delicious

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Moose Jaw, SK S6H 0S3

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Fax: 306-692-5330
Email: TwoDelicious@live.com

TWO Delicious TWO Delicious

"...CAUTION: You WILL want more!"

PERFECT GIFTS FOR THE HOLIDAY SEASON!

With THREE different products to choose from, there is something for everyone to enjoy.

If you have any questions, please contact  at

A.E. Peacock Collegiate

145 Ross Street East

Moose Jaw, SK S6H 0S3

Phone: 693-4626 Fax: 692-5330

OR

Email: TwoDelicious@live.com

Company Name: _____ Contact Name: _____

Phone Number: _____ Email: _____

NO. OF ITEMS		Order in multiples of 3 to take advantage of the value deal!	TOTAL
	Single Mug	\$10 each -OR- 3 for \$25	
	Movie Night Munchies		
	Two Mug Collection	\$15	
		TOTAL ORDER	

Please make cheques payable to: Peacock Collegiate Junior Achievement. **Payment is due upon receipt of order.** You will be contacted when your order is ready for pick-up at Peacock Collegiate's office (during school hours). **Delivery on large orders can be arranged.**



NORMS

1. Respect all members of the business and their ideas, beliefs, opinions and comments.
2. Always come prepared, punctual and ready for each day.
3. Have fun and enjoy what you are doing.
4. Positive attitude.
5. Everyone is treated equally disregarding any positional status.
6. Treat others as you would like to be treated.
7. Never single anyone out.
8. Listening and participation, with heavy contribution is a must.
9. Do the work you are responsible for.
10. Work with each other, not against each other.
11. Be aware of the company and what is going on in it by keeping updated; you are responsible for catching up upon missing a day.
12. Decisions made by a consensus.



INVOICE

145 Ross St. E
Moose Jaw, Saskatchewan S6H 0S3
Phone: 306.693.4626
E-mail: TwoDelicious@live.com

INVOICE #001
DATE: UPDATE TO CURRENT DATE

TO:

PAID IN FULL. THANK YOU.
PAYMENT DUE UPON RECEIPT OF GOODS.

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
	Movie Night Munchies For Two Single Mug Double Mugs		
TOTAL			

Make all checks payable to **Peacock Collegiate Junior Achievement.**

If you have any questions concerning this invoice, please contact **Two Delicious** at TwoDelicious@live.com.

Thank you for your business!



TWO Delicious
Income Statement
to November 13, 2009

Revenue	
Sales	\$4,540.00
Expenses	
Supplies	<u>1,812.27</u>
Net Income	<u><u>\$2,727.73</u></u>

TWO Delicious
Balance Sheet
as at November 13, 2009

Assets		Liabilities	
Cash	\$1,835.24	Mrs. McKinnon	\$719.46
Supplies	1,409.68	Dylan Zwozdesky	<u>42.73</u>
Accounts Receivable	<u>565.00</u>	Total Liabilities	\$762.19
		Shareholders' Equity	
		Retained Earnings	\$2,727.73
		Share Capital	<u>320.00</u>
		Total Shareholders' Equity	<u>3,047.73</u>
Total Assets	<u><u>\$3,809.92</u></u>	Total Liabilities and Shareholders' Equity	<u><u>\$3,809.92</u></u>

Two Delicious

Projected Income Statement
for period ended January 31, 2010

Revenue

Sales	\$16,500
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Expenses

Supplies	\$8,750
Charitable Donation	625
Sales Commission	1,500
Other	<u>200</u>

Total Expenses	<u>11,075</u>
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<i>Net Income</i>	<u><u>\$5,425</u></u>
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Hot Chocolate Cone

Item	Container Size	Cost	Taxes GST/PST	Total	Serving Size	Serving Per Container	Individual Cost	
Hot Chocolate Mix	1800		9.69	0	9.69	54	33.33333333	0.2907
Chocolate Chips	1000		6.3	0	6.3	14	71.42857143	0.0882
Marshmallows	400		2.59	0	2.59	10	40	0.06475
Cone Wrap	100		6.6	0.66	7.26	1	100	0.0726
Ribbon	18000		1.95	0.195	2.145	10	1800	0.001191667
Label	640		14.25	included	14.25	1	640	0.022265625

Total **\$0.54**

Cafe Vienna Cone

Item	Container Size	Cost	Taxes GST/PST	Total	Recipe Size	Recipe Per Container	Recipe Cost	
Sugar	2000		1.89	0	1.89	300	6.666666667	0.2835
Instant Coffee	450		8.48	0	8.48	78	5.769230769	1.469866667
Milk Powder	1000		11.99	0	11.99	144	6.944444444	1.72656
Cinnamon	150		2.88	0	2.88	4	37.5	0.0768

Total **3.56**

Serving Per Recipe 10.34693878

Cost Per Serving **0.343746759**

Cone Wrap 100 6.6 0.66 7.26 1 100 0.0726

Ribbon 18000 1.95 0.195 2.145 10 1800 0.001191667

Label 640 14.25 included 14.25 1 640 0.022265625

Total Cost **\$0.44**

Spice Tea

Item	Container Size	Cost	Taxes GST/PST	Total	Recipe Size	Recipe Per Container	Recipe Cost	
Orange Crystals	2300		8.38	0	8.38	115	20	0.419
Ice Tea	680		3.18	0	3.18	94	7.234042553	0.439588235
Sugar	2000		1.89	0	1.89	55	36.36363636	0.051975
Lemon Crystals	580		4.19	0	4.19	53	10.94339623	0.38287931
Cinnamon	150		2.88	0	2.88	1	150	0.0192
Cloves	45		8.89	0	8.89	1	45	0.197555556

Total recipe **1.51**

Serving Per Recipe 3.632183908

Cost Per Serving **0.415782389**

Cone Wrap 100 6.6 0.66 7.26 1 100 0.0726

Ribbon 18000 1.95 0.195 2.145 10 1800 0.001191667

Label 640 14.25 included 14.25 1 640 0.022265625

Total Cost **\$0.51**

French Vanilla Cappicino

Item	Container Size	Cost	Taxes GST/PST	Total	Serving Size	Serving Per Container	Individual Cost	
Cappicino Mix			6.99	0		20	0.3495	
Cone Wrap	100		6.6	0.66	7.26	1	100	0.0726
Ribbon	18000		1.95	0.195	2.145	10	1800	0.001191667
Label	640		14.25	included	14.25	1	640	0.022265625

Total **\$0.45**

FREE THE CHILDREN

- A charity that helps kids around the world with things like:
 - Education
 - Water
 - Health
 - Youth
 - Alternative Income
- Mission Statement: Free The Children is the world's largest network of children helping children through education, with more than one million youth involved in our innovative education and development programs in 45 countries. Founded in 1995 by international child rights activist Craig Kielburger, Free The Children has a proven track record of success. The organization has received the World's Children's Prize for the Rights of the child (also known as the Children's Nobel Prize), the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school board and Oprah's Angel Network.
- This is also the Charity that Miss Teen Canada Sierra Bearehell donates to.